UNITED STATES 1. To LEAD the WORLD OF FURS

MERICA is to lead the world in furs! Henceforth the United States is to dye, dress and sell her own sealskins, and within her own borders. A factory is now built for this purpose in St. with experte

Once this brand-new industry is fairly launched. St. Louis may proudly claim the distinction of being the center of the fur trade of the world. Already ranking third among the fur markets, circumstances arising from the European war have conspired to place the crown of fur leadership upon the brow of that city, with a yearly value that promises ten to twelve miltion dollars.

Soon the lordly sealskins, whose prohibitive cost has kept them away above the reach of the ordinary purse, even when the Christmas spirit pulls the strings wide apart, must perforce de-scend from their dizzy heights as fortune's favored tag, the label of wealth and affluence, and he found upon the gift list of the many instead of the favored few.

Because of the increase of population that has steadily pioneered into the remotest wooded wildernesses of the remotest wooded wildernesses of the country, encroaching more and more upon the natural habitat of the fur-bearing animals and reducing their breeding places, furs have steadily diminished and their prices have correspondingly soared, until the possession of fur garments of fine quality has become the exception rather than the rule, save among the wealthy.

Though the trappers have penetrated farther and farther into the uninhabited regions of the north and have redoubled their efforts to increase their yearly collection of peits, it has been long since the supply met the demand, and the result has been that many inferior skins have been used as substitutes.

The fact that the natural production

ferior skins have been used as substitutes.

The fact that the natural production of first-class furs was in danger of exhaustion has caused the government to take drastic measures to conserve its seals and to go into fur farming upon an extensive scals as soon as it was demonstrated that various animals could be sufficiently domesticated for this purpose. This has now assumed the proportions of a vast industry that is worth millions of dollars annually to the government, as was demonstrated most forcibly by the recent auction of government furs, October 21, 1915, at St. Louis, Mo., when \$61.214.50 came to the United States Treasury from 648 skins, all but seventy of which were fox skins.



EIGHT TINE PAIR OF SILVER FOXES; THE ONES MARKED(X) BROUGHT \$2610. AT GOVERNMENT AUCTION SALE. OF WASTON B.



SIXTHANNUAL BANQUET OF THE ST. LOUIS FUR TRADE IN HONOR. OF THE VISITING BUYERS TO THE PUBLIC AUCTION IN FUR SALE

BLUE AND WHITE FOXES; GRADED AND BUNDLED, READY, TO SHOW TO BUYERS

J.S. GOVERNMENTE ...

PUBLIC AUCTION SALE OF THE U.S. GOVI

STRIAMSUAGINGOUSE OF THE STRIAMS TO THE THIRD AND STRIAMS TO THE THIRD

THIS EXACTING HOUSEKEEPER

backed Correspondence

WASHINGTON, D. C.

WASHINGTO

CARES FOR THOUSANDS OF